

WIRELESS: THE CONSUMERS' CHOICE

# Mobile Messaging: The Consumer Choice

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**W**e are living in a world where mobile messaging has become the key to a great customer service experience across industries. The pandemic has shifted how both consumers and businesses view the messaging channel, propelling it into a new realm. This presents a considerable opportunity for carriers to capitalize on the changing landscape by leveraging messaging as a platform (MaaP) to not only improve customer care programs but to also drive a new wave of proactive revenue opportunities. The entire messaging value chain must be reconsidered by the mobile industry to seize the opportunities that rich messaging is creating.



## Mobile Sales Continue to Climb

We know the mobile device has become an important tool for consumers' everyday life activities. We rely on our smartphones for everything from shopping and ordering takeout to remote monitoring of our video doorbell and Sour smart refrigerator. So it shouldn't come as a huge surprise that the number of sales conducted via mobile has continued to grow. In fact, a third of all online purchases were made through smartphones last year. This trend was sustained through traditional brick-and-mortar shopping days like Black Friday, which brought in nearly 43% (\$3.7 billion) of

eCommerce revenue from mobile sales in 2021.<sup>1</sup> In this new mobile-commerce world, it's more important than ever for carriers to innovate like their life depends on it — because frankly, it does.

## The Rise of Affiliate Marketing

This year we will see up to 80% of brands using affiliate marketing campaigns, which are expected to drive the affiliate marketing business to reach \$8.2 billion by the end of 2022.<sup>2</sup> What is influencing this massive growth? The increased popularity and convergence of eCommerce and MaaP. Affiliate marketing is becoming a more monetizable space, and it will inevitably grow as more mobile operators realize the benefits of creating an ecosystem surrounding rich business messaging (RBM) and direct carrier billing (DCB). This business model has already opened huge opportunities in developing markets like the UK, where mobile operators have recognized they can sit at the center of a financial mobile ecosystem. By creating a system that allows consumers to easily make purchases through their carrier, subscriber loyalty increases while the carrier enjoys bringing in new revenue by monetizing these messages. It's a win-win situation for everyone and one that is estimated to evolve into a global marketplace focused on the mobile value-added services (MVAS) market, which is set to reach \$1.1 trillion by 2026.<sup>3</sup>

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## Unleashing the Power of Chatbots and Conversational AI

The customer care landscape is another area that has shifted due to the pandemic and the rise in technologies like chatbots and conversational AI. In fact, the use of chatbots in brand communication has increased by a whopping 92% since 2019.<sup>4</sup> As these technologies have advanced, they have developed the ability to use natural language

processing to carry out multifaceted human-like conversations via RBM to automate simple customer care inquiries. This enables customer service reps to focus on more complex requests and reduce the amount of time it takes to resolve them, which provides a better customer experience overall. Additionally, chatbots can help reduce the amount of time it takes to resolve customer inquiries, which can ultimately lead to additional cost savings for carriers.

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## In Conclusion

It's no secret that carriers are particularly vulnerable to the disruptive power of the arrival of new technologies, and oftentimes a wait-and-see or what's-in-it-for-me type business model is used. Instead, carriers must cultivate a what's-in-it-for-them mentality

that puts full focus on the subscriber. If it is good for them, trust that it will be good for you and jump in. Every industry has set its sights on mobile messaging. Isn't it time you did the same?

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## References

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